



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Amendments to the Claims.

1. (Currently Amended) A franchise system for organizing and establishing a headquarter for business transactions over a network, comprising:

5 at least one headquarter network server;

a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network; and

10 a plurality of member servers, each corresponding to a different member terminal and connected with the at least one headquarter network server by the network; wherein

the at least one headquarter network server includes,

15 a merchandise information memory data that includes information for goods sold by the franchise stores, **as well as goods not available at one of the franchise stores, but available at the headquarter,**

20 a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that accesses a home page data memory system to collect additional home page data for the home page of each franchise store, the home page creation system also accessing a franchise store identification (ID) system,

25 a home page sending service that sends home page data for the home page of each franchise store to at least one predetermined member server, including information from the merchandise information memory data, **and sends predetermined guest home page data when a member server accessing the Franchise System does not match any franchise store,**

an order receiving system that processes orders from the plurality of member terminals through the home pages of each franchise store,

a received data transfer system that transfers order data received by the order receiving system from the at least one headquarter network server to one of the

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franchise servers according to the franchise store ID system, the order data including a member name and goods ordered, and

the franchise store ID system matches a franchise store to a member ordering via a member terminal when the member accesses the franchise system, the franchise store ID system matching franchise stores to the member accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules, **the uniform resource locator values include a first portion unique to each franchise store and a second portion common to all franchise stores and the headquarters.**

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2. (Cancelled) The franchise system of claim 1, wherein:

the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter.

15 3. (Previously Presented) The franchise system of claim 1, wherein:

the network includes the Internet.

4. (Cancelled) The franchise system of claim 1, wherein:

20 the home page sending service sends predetermined guest home page data when a member server accessing the Franchise System does not match any franchise store.

5. (Cancelled) The franchise system of claim 1, wherein:

25 the uniform resource locator values include a first portion unique to each franchise store and a second portion common to all franchise stores and the headquarters.

6. (Previously Presented) The franchise system of claim 1, wherein:

30 the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to

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a predetermined franchise store according to said member entry data.

7. (Previously Presented) The franchise system of claim 6, wherein:

the member entry data base includes member entries comprising a member
5 identification (ID) value, a password, a franchise store code, and a terminal
identification (ID) code.

8. (Previously Presented) The franchise system of claim 7, wherein:

at least a portion of the member ID value includes at least a portion of the
10 store code.

9. (Previously Presented) The franchise system of claim 7, wherein:

at least a portion of the password includes at least a portion of the store code.

15 **10. (Currently Amended)** An electronic franchise shopping system for a plurality of franchise
stores, comprising:

a plurality of franchise store servers, each corresponding to a different
franchise store and connected with at least one headquarter network server by a
network; and

20 the at least one headquarter network server, comprising

a goods master data base that stores goods information for goods sold
by the plurality of franchise stores, such goods including goods available at a
particular franchise store and not available at the particular franchise store but
available at a headquarter,

25 a member entry data base that stores, for each member that has
previously accessed the system, a member identification value and
corresponding franchise store code,

a franchise store data base that stores, for each franchise store, a
franchise store identification value and corresponding franchise store code,

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a home page data base that stores, for each franchise store, unique web page data for a web page corresponding to each franchise store,

a home page creation system that provides a home page for an accessing member according to unique web page data for the franchise store and goods information from the goods master data base, the home page being generated according to a predetermined data sent by the member from a remote user terminal,

a franchise store identification (ID) system that matches each franchise store to a member ordering when the member accesses the system from a remote user terminal, the franchise store ID system[,] determining if data sent by the member includes a predetermined terminal identification code unique to the remote user terminal, and matching the member to a matching franchise store ID if such a terminal identification code is present, else requesting the member to enter at least a member identification value, and

an order system that receives orders through each home page for the franchise stores and transfers said order data from the at least one headquarter network server to the franchise server corresponding to the home page, the order data including at least a member identification and goods identification.

11. (Previously Presented) The electronic franchise shopping system of claim 10, wherein:

the franchise store ID system also requests the user to enter a password when the terminal identification code is not present, and

the home page creation system also sends home page data corresponding to one of the franchise stores if the member identification value and password correspond to the one franchise store, else sends guest home page data.

12. (Previously Presented) The electronic franchise shopping system of claim 10, wherein:

the home page creation system generates a home page based on universal resource locator (url) data sent by the user.

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13. (Previously Presented) The electronic franchise shopping system of claim 12, wherein:
the url data sent includes a first portion corresponding to the franchise, and
a second portion unique to each franchise store.

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14. (Previously Presented) The electronic franchise shopping system of claim 10, wherein:
the at least one headquarter network server further includes
a clearance system that executes copyright clearance procedures on behalf of
a franchise store for good ordered through the web page of the franchise store.

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15. (**Currently Amended**) An electronic franchise shopping system for a plurality of franchise stores, comprising:

at least one headquarter server, comprising,

15 a goods master data base that stores merchandise data for merchandise sold by all franchise stores,

a member entry data base that commonly stores data for members belonging to each franchise store, said member data including at least a member identification value, member password, and franchise store code corresponding to the franchise store to which the member belongs,

20 a franchise store data base that stores the franchise store code for each franchise store,

a home page data base that stores home page data for each franchise store,

25 a franchise store identification (ID) system that checks if an accessing member is accessing the system for the first time, and requests a member identification number and member password if the access is a first time access, the franchise store ID system also comparing an entered member identification value and member password to entries in the member entry data base, and if the member identification value and password match an entry in the member entry data base matching the accessing member to the

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corresponding franchise store, else matching the accessing member to a guest home page,

a home page sending system that sends home page data according to a first type universal resource locator (url) and a plurality of second type urls, the first type url comprising a url common to the system, each second type url ~~each~~ corresponding to a different franchise store, the home page sending system also sending a home page for a franchise store based on member entry data base information, **and sending a unique home page for each second type url, each such unique home page including merchandise data for merchandise available at the franchise store, and merchandise not available at the franchise store but available at a headquarters location,**

an order processing system that receives orders from members through home pages each corresponding to a particular franchise store, said orders including order data identifying a member and goods ordered; and

a plurality of franchise servers each corresponding to a different franchise store, each franchise server receiving order data from the at least one headquarter server received by way of the home page corresponding to the franchise store.

16. (Previously Presented) The electronic franchise shopping system of claim 15, wherein:

said member data further includes a terminal (ID) value associated with a remote user terminal.

17. (Previously Presented) The electronic franchise shopping system of claim 16, wherein:

the franchise store identification ID system checks for a terminal ID value for an accessing member, and determines that access is not a first access if the terminal ID value matches that of the member data.

18. (Previously Presented) The electronic franchise shopping system of claim 15, wherein:

the second type urls include fields of the first type url and at least one additional url field having a value unique to each franchise store.

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19. (Cancelled) The electronic franchise shopping system of claim 15, wherein:

the home page sending system sends a unique home page for each second
type url, each such unique home page including merchandise data for merchandise
5 available at the franchise store, and merchandise not available at the franchise
store but available at a headquarters location.

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